

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Xuejun WANG et al.

Application No.: 10/725,197

Confirmation No.: 9816

Filed: December 1, 2003

Art Unit: 2168

For: METHOD AND APPARATUS FOR
PERFORMING A SEARCH

Examiner: S. Ahn

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MAIL STOP: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Madam:

INTRODUCTORY COMMENTS

This is in response to the Non-Final Office Action dated February 13, 2009 (Paper No.: 20090205), for which a response is due on May 13, 2009. Accordingly, this response is timely filed. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

Listing of the claims begin on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

LISTING OF THE CLAIMS

1. (Previously presented) A computer-implemented method for searching, said method comprising:

storing sales information related to a plurality of search terms, wherein the sales information includes an accumulation of a plurality of purchase transactions of a plurality of users;

receiving a first search term from a user;

dynamically generating a plurality of candidate search terms related to said first search term in accordance with relevancy scores calculated based in part on the sales information and click information related to the first search term for providing to the user,

wherein said plurality of candidate search terms comprise a plurality of potential alternative search terms, and are at least organized in accordance with brands, wherein the brands related to the first search term are determined based upon the sales information, and

wherein at least one user of said plurality of users does not have a user profile.

Claims 2-4.(Cancelled)

5. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with products.

6. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with related searches.

7. (Original) The method of claim 1, wherein said plurality of candidate search terms are presented as links to other destinations.

8. (Original) The method of claim 1, wherein said candidate search terms are generated off-line.